

SUSTAINABLE DEVELOPMENT STRATEGY AND THE EUROPEAN MODEL "ECO-SOCIAL MARKET ECONOMY" AS A BASIS FOR COMPETITIVENESS IN THE MODERN ERA UKRAINE

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In Ukraine, recent years were marked by the attempts to find the ways to stimulate economic growth in order to find the way out of an ecologic- economical crisis like from a great depression. Developed countries seek to restore high level of competitiveness, reduce unemployment, especially among young people. It is evident nowadays that information technologies have a major impact on the world economy. The more technologies get in different spheres, the brighter are their manifestations. Developing countries focus on innovation as a way to keep the high rate of economic growth and a way to try to get into the category of the countries with high level of environmental, economic and social well-being.

According to R. Kostanza and H. Daly, contemporaries are not responsible for the happiness and well-being of future generations, but they have to leave for their descendants natural capital which could ensure happiness if used wisely [1]. This leads to the problem of perception and definition of what future is. H. Yonas points to the extremely abstract concept of the future and difficulties in giving a clear definition to it. First, he says, it is caused by the fact that ethics still does not take into account the conditions of human life and a long-term future, even the conditions of existence of the human race. Second, the future is not present in any of the (political or governmental) bodies. There is nobody who could lobby something that does not exist, and unborn are simply powerless. Thus, the duty to report to these unborn does not fit into the political reality of today's decision-making process. When report is demanded, guilty people will not be around anymore.

It appears that the immediate future for today's generations is more valuable than distant future. After breaking a certain threshold, the distant future begins to be devalued by contemporaries. In general, a realization of the need to respond to future generations, which ensues from the definition of sustainable development, generates significant theoretical problem of determining the principles of equality between present and future generations from the ethical, social, economic points of view. Therefore, the question arises about fair distribution of natural resources and other benefits Ukraine inherited from the Soviet Union technologically out-of-date, environmentally harmful economy that consumes a lot of resources, as well as totally neglected environment. In the years of

independence, Ukraine has not managed to overcome these inherited negative tendencies. Manifestations of that include an increase in resources and energy consumption in production, further environmental degradation, and depletion of the natural resources base, worsening of the people's health, and sudden deterioration of the demographic situation in the country.

Despite the necessity for a fundamental change in the relationship between humans and nature, which humanity faced at the beginning of the new Millennium, the doctrine of "sustainable (environmentally sustainable) development" has not been spread widely in Ukraine and has not been reflected in either public policy or economic practice. Documents and principles adopted at the UN Summit on Environment and Development in Rio de Janeiro (1992) and Johannesburg (2002) have not become ideological foundations of the authorities in Ukraine. They have not been implemented efficiently in the legislation and government programs and remain to be little known in political and business circles.

In 2013, experts of the World Economic Forum and INSEAD Business School published the GITR report on the current state of information and communication technologies in the world. Despite having a strong IT- sector, the level of their penetration in the economy was lower even in comparison to other former USSR countries. (73rd place out of 144 countries). Finland, Singapore, Sweden, and the Netherlands had the highest rates of Networked Readiness. Meanwhile, Ukraine's place in the ranking indicates a lag in the rate of development of information society and the need for policy changes to extend the IT-infrastructure [2]. This is confirmed by the Global Innovation Index (Global Innovation Index), which is calculated by INSEAD (World Business School) [3] with the WIPO - World Intellectual Property organization [5]. IT development is correlated with the innovative development, in which Ukraine also continues to be behind other countries.

During the summit of the World Economic Forum in Davos, in 2001, Environmental Sustainability Index was presented. This Index allows to assess progress towards sustainable development through 22 indicators, which cover together 67 diverse parameters. Ranking of the countries according to the Environmental Sustainability Index is based on the comparative analysis of indicators for different countries and provides a generalized assessment of the situation for them. Out of 122 countries that were included in the Environmental Sustainability Index in 2001, Ukraine was on the 110th place. The five world leaders included Finland, Norway, Canada, Sweden, and Switzerland. In 2002, this index was calculated for 142 countries. The top five world leaders did not change, but Ukraine dropped even lower, to the 137 place among 142 countries.

Issues of the coordination between various government information systems and resources, with technical means of citizens and businesses, require some efforts for harmonization of the standards and regulations for this interaction. National policy in the information sector should focus on decision-making that will ensure the sustainable

development of the information society and significant cost reduction. Having high human potential and educated population, Ukraine fulfills minimal plan.

References:

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